

EARTH SHARE'S PUBLIC SERVICE ADVERTISING CAMPAIGN

Working with the Advertising Council, Earth Share has produced a multi-year, electronic and print media public service advertising campaign, that is being distributed to over 11,000 media outlets twice each year. The campaign's purpose is to educate Americans about their responsibility to safeguard the environment, and to persuade them to take specific steps that will have an immediate and beneficial impact. Through the toll-free telephone number, people receive a colorful poster suggesting more steps they can take. The ads have appeared in the following media, among others:



Earth Share

CNN
Cosmopolitan
Headline News Network
Prodigy (Computer Network)

Sunset
The New Yorker
CBS
Entertainment Weekly

NBC
Sports Illustrated
The New York Times
TIME

HOW TO USE THE BATHROOM.

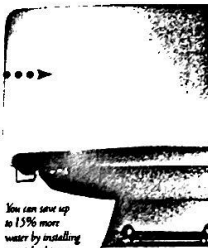
You're probably saying to yourself, any four-year-old knows how to use the bathroom. But you may not know that you use more water in the bathroom than anywhere else in your home. In fact, between the

toilet, the shower and the sink you can use up to 55 gallons a day.

You could end up using 30 to 60% less water by using a low-flow shower head. Multiply that by the number of homes in the world, and that's a lot of natural resources going down the drain.

Now, we're not saying you should stop taking showers or brushing your teeth. We're just suggesting some simple bathroom training. For instance, when you're brushing your teeth, turn off the water.

Do the same when you're shaving. And just because your shower sounds like an opera hall, don't feel the need to sing one. Shorter songs make for shorter showers. And for



You can save up to 15% more water by installing a weighted jug in your toilet tank.

the biggest culprit of them all, the toilet, try putting a weighted jug in the tank. It will help save water every time you flush. Plus, don't forget to turn out the lights when you leave. And oh yeah, if you don't think you'll remember these things, take this magazine with you the next time you go.

FOR MORE INFORMATION AND TIPS

CALL 1-800-MY-SHARE

IT'S A CONNECTED WORLD. DO YOUR SHARE.



A REFRESHER COURSE IN HOME ECONOMICS.

We'd like you to take this simple test to see if your home is as energy efficient as possible. Ready? Let's begin. How many of you have TV's? How many times have you



left the room and left it on? How many times have you fallen asleep watching it only to wake up to the

"Scar Spangled Banner"? And what about your lamps and lights? Do you turn them off when you exit a room? Is your house excessively lit during the day? Next, check your thermostat.

Odds are, it could use adjusting. And finally, see if there's a draft coming from your windows and doors.

If there is, you could be letting valuable energy fly right outside.



If everybody adjusted their thermostat by 6 degrees we could save up to 100,000 barrels of oil a day.

Now, for the answers.

Try installing timers on your lights and television.

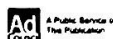
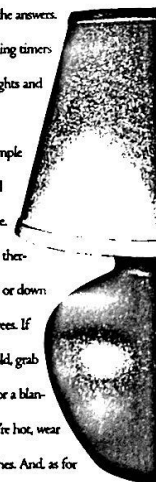
They're simple to use, and inexpensive.

Turn your thermostat up or down a few degrees. If you get cold, grab a sweater or a blanket. If you're hot, wear fewer clothes. And, as for your windows and doors, a couple packages of \$3.00 weather stripping should do the trick.

Each of these things will help save energy and resources for the years to come. And if we can do that, we all deserve high marks.

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BE LESS PRODUCTIVE AT THE OFFICE.

The office has always been a place to get ahead. Unfortunately, it's also a place where a lot of natural resources start to fall behind. Take a look around the next time you're at work. See how many lights are left on when people leave. See how much paper is being wasted. How much

electricity is being used to run computers that are left on. Look at how much water is being wasted in the restrooms. And

how much solid waste is being thrown out in the trash cans. We bet it's a lot.

Now, here are some simple ways you can produce less waste at work. When you're at the copier, only make the copies you need. Use both sides of the paper when writing a memo. Turn off your light when you leave. Use a lower watt bulb in your lamps. Drink your coffee or tea out of mugs instead of throwaway cups.

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Set up a recycling bin for aluminum cans and one for bottles. And when you're in the bathroom brushing your teeth or washing your face, don't let the faucet run. Remember, if we use fewer resources today, we'll save more for tomorrow.

Which would truly be a job well done.

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